

5 **METHOD AND SYSTEM FOR MANAGING LIMITED USE COUPON
AND COUPON PRIORITIZATION**

ABSTRACT OF THE DISCLOSURE

[0058] A system for managing coupon redemption and prioritization is provided.

10 According to one aspect of the system, the system allows an electronic coupon or reward to
be redeemed a specific number of times. The specific number of times may range from one
to infinity. According to another aspect of the system, the system automatically resolves any
redemption conflict associated with the concurrent redemption of electronic coupon(s) and
paper-based coupon(s) by using certain predefined rules and logic.

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